

SHANNON C. MCGREGOR

PhD Candidate
 School of Journalism, College of Communication
 University of Texas at Austin
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EDUCATION

PhD, School of Journalism, College of Communication
 University of Texas at Austin Exp. Graduation: Aug. 2017

Master of Arts in Mass Communication, Journalism August 2008
 University of Florida
Master's Thesis: Ownership Effects on Content: A Case Study of The Indianapolis Star

Bachelor of Arts in Communication, Journalism/PR May 2005
 Flagler College, St. Augustine, FL

TEACHING POSITIONS

The University of Utah
 Department of Communication
Assistant Professor begin Fall 2017

University of Texas at Austin
 School of Journalism
Assistant Instructor May '15-May '16

• Reporting: Words
Teaching Assistant/Lab Instructor Aug. '13-May '17
 Classes taught:
 • Mapping in Storytelling
 • Graphic Design for Online and Print
 • Editing for Print and Online
 • Journalism Portfolio (capstone course)

Florida Institute of Technology Aug. '12–May '13
 Department of Communications
Adjunct Instructor

Classes taught:
 • Science and Technical Communication
 • Speech Communication

Brevard Community College Aug. '09–June '13
 Department of Communications
Adjunct Instructor

Classes taught:
 • Fundamentals of Speech Communication

University of Florida

College of Journalism and Communications

Assistant Course Lecturer

Summer 2007

- Writing for Mass Communication

Teaching Assistant/Lab Instructor

Jan. '07–May '08

College of Journalism and Communications

- Writing for Mass Communication

RESEARCH POSITIONS

Microsoft Research, Social Media Collective

Summer 2016

PhD Intern (supervisor: Dr. Nancy Baym)

Engaging News Project

Research Associate

June '16-present

University of Texas at Austin*Graduate Assistant*

Aug.'15-May '16

- Virtual Reality Journalism Project (grant funded)

Research Assistant

June '14-July 16

- Dr. Regina Lawrence

Graduate Assistant

July '14, July '15

- UT ASNE Reynolds High School Journalism Institute

RESEARCH EXPERIENCE

Twitter Research Group

School of Journalism, Moody College of Communication

Student Leader

Aug. '14-May 17

Student Researcher

Aug. '13-May 17

Digital Media Research Program

Annette Strauss Institute for Civic Life, Moody College of Communication

Student Researcher

Aug. '13-May 17

PEER-REVIEWED JOURNAL ARTICLES

Kreiss, D. & McGregor, S.C. (forthcoming). Active Intermediaries, Not Distribution Channels: How Technology Firms Shape Political Communication. *Political Communication*.

Kreiss, D., Lawrence, R. G. & **McGregor, S.C.** (equal co-authors).(forthcoming). In their own words: Political practitioner accounts of candidates, audiences, affordances, genres, and timing in strategic social media use. *Political Communication*.

McGregor, S. C. & Mourao, R. R. (2017). Second Screening Donald Trump: Conditional Indirect Effects on Political Participation. *Journal of Broadcasting & Electronic Media*, special issue on second screening and political participation. 61(2), 264-290.

McGregor, S. C., Mourao, R. R. & Molyneux, L. (2017). Twitter as a Tool for and Object of Political and Electoral Activity: Considering Electoral Context and Variance Among Actors. *Journal of Information Technology & Politics*, 1-14.

McGregor, S. C. & Vargo, C. J. (2017). Election-Related Talk and Agenda Setting-Effects on Twitter: A Big Data Analysis of Salience Transfer at Different Levels of User Participation. *The Agenda Setting Journal*, 1(1), 44-62.

McGregor, S. C., Reis Mourao, R., Neto, I., Straubhaar, J. D. & Anduluci, A. (2017). Second Screening as Convergence in Brazil and the US. *Journal of Broadcasting & Electronic Media*, 61(1), 163-181.

McGregor, S. C. (2017). Personalization, Social Media and Voting: Effects of candidate self-personalization on vote intention. *New Media & Society*. (published online ahead of print: <http://journals.sagepub.com/doi/abs/10.1177/1461444816686103>)

Mourao, R., Saldana, M., **McGregor, S. C.** & Zeh, A. (2016). Support for protests in Latin America: Classifications and the role of online networking. *Social Sciences*, 5(4), 58.

McGregor, S. C. & Reis Mourao, R. (2016). Talking politics on Twitter: gender, elections, and social networks. *Social Media + Society* 2(3)

McGregor, S. C., Lawrence, R. G., & Cardona, A. (2017). Personalization, gender, and social media: Gubernatorial candidates' social media strategies. *Information, Communication & Society*, 20(2), 264-283.

Saldaña, M., Sylvie, G. & **McGregor, S. C.** (2016). Journalism-Business tension in Swedish newsroom decision-making. *Journal of Media Ethics*. 31(2), 100 - 115.

Saldaña, M., **McGregor, S. C.** & Gil de Zuniga, H. (2015) Social Media as a Public Space for Politics: Cross-National Comparison of News Consumption and Participatory Behaviors in the United States and the United Kingdom. *International Journal of Communication*, 9, 23.

Gil de Zuniga, H., Garcia, V. & **McGregor, S. C.** (2015). What is second screening? Exploring motivations of second screen use and its effect on online political participation. *Journal of Communication* 65(5), 793-815.

PEER-REVIEWED JOURNAL ARTICLES (under review)

McGregor, S.C. & Molyneux, L. (under review at *Mass Communication & Society*).

BOOK CHAPTERS

Lawrence, R. G., **McGregor, S.**, Cardona, A. & Reis Mourao, R. (2016). Self-Presentation and Gender: 2014 Gubernatorial Candidates on Social Media. *Media, Message, and Mobilization: Communication and 2014 Mid-Term Elections*. Eds. J. A. Hendricks & D. Schill.

McAleenan¹, S. (2007). C-SPAN Network. In Kaid, L. L., & Holtz-Bacha, C. (Eds.) *Encyclopedia of political communication*. SAGE publications.

¹ Maiden name

McAleenan, S. (2007). Cable television & politics. In Kaid, L. L., & Holtz-Bacha, C. (Eds.) *Encyclopedia of political communication*. SAGE publications.

REFEREED CONFERENCE PAPERS

McGregor, S.C. & Lyons, B. (2017). Do Data Scandals Beget Boundaries? (Methodological) Tension Between the Social Sciences and Journalism in the Age of 'Data' Reporting. (accepted for presentation to the Journalism Studies division, ICA annual conference, San Diego, CA).

Kreiss, D. & **McGregor, S.C.** (2017). From Distribution Channels to Active Intermediaries: How Technology Firms Shape Political Communication. (accepted for presentation to the Political Communication division, ICA annual conference, San Diego, CA) **** winner of Top Paper award from the division**

Saldana, M., Johnson, T. & **McGregor, S.C.** (2017). Mind the gap! Attitudes and belief gaps toward climate change and Syrian refugees. (accepted for presentation to the Political Communication division, ICA annual conference, San Diego, CA).

Lawrence, R. G., Kreiss, D. & **McGregor, S.C.** (2017). InstaStyle: Campaign Communication in a Selfie Era. (accepted for presentation to the Political Communication division, ICA annual conference, San Diego, CA).

McGregor, S.C. (2016). Media Issue Ownership: Reconciling Partisan News and Issue Ownership. (presented at the Political Communication pre-conference, 2016 APSA annual conference, Philadelphia, PA).

McGregor, S.C. & Baym, N. (2016). Relational Labor in Candidates' Social Media Presence. (presented at the Political Communication pre-conference, 2016 APSA annual conference, Philadelphia, PA).

McGregor, S. C., Kreiss, D. & Lawrence, R. G. (2016). "Instastyle": Campaign Communication In the Selfie Era. (presented at 2016 APSA annual conference, Philadelphia, PA).

McGregor, S. C. & Mourao, R. R. (2016). Second Screening Donald Trump: Conditional Indirect Effects on Political Participation. (presented to Political Communication Interest Group, 2016 AEJMC annual conference, Minneapolis, MN).

McGregor, S.C. & Molyneux, L. (2016). Twitter's influence on news judgment: An experiment among journalists. (presented to Newspaper & Online News Division, 2016 AEJMC annual conference, Minneapolis, MN).

McGregor, S. C. & Holton, A. E. (2016). (Mis)informaton and Vaccines: A Network and Content Analysis of Broad and Narrow Conversations on Twitter. (presented at 2016 Media Sociology pre-conference, 2016 American Sociological Association annual meeting, Seattle, WA).

Hasell, A. A. & **McGregor, S. C.** (2016). Black-Box Algorithms: Scholarly use of proprietary coding software in communication research. (presented at ICA preconference: Communication Research Methods 2016: Practices & Challenges).

McGregor, S. C. & Lawrence, R. G. (2015). Does Strategic Stereotyping ‘Work’ for Candidates? Testing the Effects of Personalization on Public Assessment of Candidate Traits. (presented at 2015 WAPOR annual conference, Austin, TX).

McGregor, S. C. & Holton, A. E. (2016, April). Vaccine networks: Examining acute and perpetual networks and discourse on Twitter. Presented at the 7th *Annual McCombs Healthcare Symposium*. The University of Texas at Austin, Austin, TX.

McGregor, S.C. (2015, September). Personalization, Social Media and Voting: Effects of candidate self-personalization on political support and voting intention. Presented at Political Communication pre-conference, 2015 APSA annual conference, San Francisco, CA.

McGregor, S. C., Reis Mourao, R. & Molyneux, L. (2015, September). Using Volume and Tone on Twitter for Electoral Prediction: Not so Simple. Presented at 2015 APSA annual conference, San Francisco, CA.

McGregor, S. C., Lawrence, R. G. & Cardona, A. (2015, September). Personalization, Social Media, and Gubernatorial Candidates’ Strategies. Presented at 2015 APSA annual conference, San Francisco, CA.

McGregor, S. C. & Reis Mourao, R. (2015, August). Gender, politics, and the networked public sphere: Tracking the 2014 elections on Twitter. Presented at 2015 AEJMC annual conference, San Francisco, CA.

***2nd place, top student paper**

Reis Mourao, R., **McGregor, S.C.** & Saldaña, M. (2015, August). Online networking and protest behaviors in Latin America. Presented at 2015 AEJMC annual conference, San Francisco, CA.
***3rd place, Latin American research award**

McGregor, S. C., Lawrence, R. G., & Cardona, A. (2015, May). Personalization, gender, and social media: Gubernatorial candidates’ social media strategies. Presented at 2015 ICA annual conference, San Juan, PR.

McGregor, S. C., Reis Mourao, R., Neto, I., Straubhaar, J. D. & Anduluci, A. (2015, May). All the Kids Are Doing It: Second Screening in the U.S. and Brazil. Presented at 2015 ICA annual conference, San Juan, PR.

Reis Mourao, R., **McGregor, S.C.** & Saldaña, M. (2015, May). Online networking and protest behaviors in Latin America. Presented at 2015 Political Communication ICA pre-conference, San Juan, PR.

Sinta, V. & **McGregor, S. C.** (2014, November). The social media oracle: Professional and contextual variables in journalists’ tweeting of poll results. Presented at the Midwest Association for Public Opinion Research, annual conference. Chicago, IL.

Reis Mourao, R., Saldaña, M. & **McGregor, S. C.** (2014, November). Online networking and protest attitudes in the Americas. Presented at the Midwest Association for Public Opinion Research, annual conference. Chicago, IL.

***MAPOR Fellows Top Student Paper Award**

McGregor, S. C., Reis Mourao, R. & Straubhaar, J. D. (2014, October). All the Kids Are Doing It: Second Screening in the U.S. and Brazil. Presented at the Global Fusion conference. Austin, TX.

McGregor, S. C., Sylvie, G., Saldaña, M. & Funk, M. (2014, October). Considering ethics and business: Understanding high-level moral reasoning in Swedish newsrooms. Presented at the International Media Management Academic Association, annual conference. Pamplona, Spain.

Lawrence, R. G., **McGregor, S. C.**, Cardona, A. (2014, August). Personalization, gender, and social media: Gubernatorial candidates' social media strategies. Paper presented to the Political Communication Division of the American Political Science Association, annual conference. Washington, D.C.

McGregor, S. C. (2014, August). Press and Public on Twitter: Shared Space, Disparate Discussion. Paper presented to the Political Communication Interest Group of the Association for Education in Journalism and Mass Communication, annual conference. Montreal, Canada.

Gil de Zuniga, H., Garcia, V. & **McGregor, S. C.** (2014, August). Social TV and Democracy: How Second Screening During News Relates to Political Participation. Paper presented to the Electronic News Division of Association for Education in Journalism and Mass Communication, annual conference. Montreal, Canada.

Saldaña, M., Sylvie, G. & **McGregor, S. C.** (2014, May) Journalism-Business tension in Swedish newsroom decision-making. Paper presented at the International Communication Association Annual Conference. Seattle, WA.

Lawrence, R. G., **McGregor, S. C.**, Cardona, A. (2014, April). Images of (feminine) leadership: An analysis of 2014 gubernatorial candidate websites. Paper presented at Women, Media, and Politics: A Comparative Perspective. Phoenix, AZ.

McGregor, S. C. (2014, March). Tracking #standwithWendy from Public to Press: the Hashtag that Launched a Campaign. Association for Education in Journalism and Mass Communication, Mid-Winter Conference. Norman, OK.

***Top Paper Award**

McGregor, S. C. (2014, March). Twitter's Ties to Tomorrow's News: Comparing Election Coverage Across Platforms. Association for Education in Journalism and Mass Communication, Mid-Winter Conference. Norman, OK.

CONFERENCE PANELS

McGregor, S. C. (chair/presenter) On the Eve of Hilary: Women in the 2014 Elections. Research panel at the Association for Journalism and Mass Communication 2015 Annual Conference. Joint-sponsored by the Commission on the Status of Women and the Political Communication Interest Group. San Francisco, CA.

Boyles, J., **McGregor, S. C.**, Himelboim, I., Vargo, C. J. (2015, August) Big Data, friend or foe? De-stigmatizing the use of big data to advance communication research. In Holton, A. (chair).

PR&R panel for Communication Technology Division, Association for Journalism and Mass Communication 2015 Annual Conference. San Francisco, CA.

Finch, D., **McGregor, S. C.**, Reis Mourao, R., Weber, M., Hanna, A. (2014, August). Teaching Big Data in the Classroom: What Faculty and Students Should Know. In H. LaMarre (chair). Teaching panel at the Association for Education in Journalism and Mass Communication 2014 Annual Conference. Montreal, Canada.

RESEARCH IN PROGRESS

McGregor, S. C., Saldana, M. & Johnson, T. Knowledge Gaps, Belief Gaps & the Syrian Refugee Crisis

McGregor, S. C. & Lyons, B. A. Framing LaCour: Social science scandal in online and traditional media

INVITED TALKS

2017 *Women + Politics + News Media* – presentation given to Dr. Tom Johnson’s News Media & Politics graduate seminar, University of Texas – Austin, School of Journalism

2016 *Presenting at Academic Conferences: Best Practices* – presentation given to Dr. Tom Johnson’s Advanced Research Methods graduate seminar, University of Texas – Austin, School of Journalism

2016 *Women + Politics + News Media* – presentation given to Dr. Tom Johnson’s News Media & Politics graduate seminar, University of Texas – Austin, School of Journalism

2015 *Presenting at Academic Conferences: Best Practices* – presentation given to Dr. Iris Chyi’s Advanced Research Methods graduate seminar, University of Texas – Austin, School of Journalism

2015 *Infographics and Data Journalism* – presentation given to Dr. Gina Chen & Dr. Maggie Rivas-Rodriguez’s digital portfolio course, University of Texas – Austin, School of Journalism

2015 *Computer-Assisted Content Analysis* – Skype presentation given to Dr. Josh Scacco’s Content Analysis graduate seminar, Purdue University, Brian Lamb School of Communication

2014 *Computer-Assisted Content Analysis* – presentation given to Dr. Tom Johnson’s Content Analysis graduate seminar, University of Texas – Austin, School of Journalism

HONORS/AWARDS

2016 Patricia Witherspoon Research Award (\$1,500)

2016-2017 Graduate School Continuing Fellowship (\$28,000 plus tuition & insurance)

2016 School of Journalism research grant (\$800)

2016 APSA student travel grant: Political Communication Division

2015 Graduate Studies Summer Fellowship (\$6,000 plus tuition)

- 2015-2016 Nettie Doscher More Fellowship (\$2,000)
- 2015-2016 Graduate School Continuing Fellowship (\$10,000)
- 2015 School of Journalism research grant (\$500)
- 2014-2015 Jones Fellow/Jesse H. Jones Fellowship (\$6,500 plus tuition)
- 2015 Top Student Paper Award, 2nd place, Commission on the Status of Women, AEJMC
- 2015 Latin American Research Award, 3rd place, International Communication Division, AEJMC
- 2015 ICA student travel grant: Political Communication Division
- 2014 Top Student Research Paper Award from MAPOR Fellows
- 2014 Mary Gardner Award for Graduate Student Research, funded by the Commission on the Status of Women, AEJMC
- 2013 Top Research Paper Award, 1st place, Commission on the Status of Women of the Association for Education in Journalism and Mass Communication (AEJMC)
- 2005 Outstanding Journalism Student Award, Flagler College

SERVICE TO THE FIELD

Journal Reviewer:

New Media & Society

Journal of Broadcasting & Electronic Media

Social Media + Society

Journal of Information Technology & Politics

Communication and the Public

Midsouth Political Science Review

Javonost: the Public

Online Information Review

Service roles and activities:

Top Graduate Student Paper Award committee, Political Communication Division, APSA (served with Brian Harrison & Alan Steinberg)

2016

Top Paper Award committee, Information, Technology & Politics Division, APSA (served with Andrew Chadwick & Jason Gainous)

2015

Mid-winter conference chair, Association for Education in Journalism and Mass Communication,
Commission on the Status of Women
2015-2016

Communications Co-Chair, Association for Education in Journalism and Mass Communication,
Political Communication Interest Group
August 2014- Current

SKILLS

Programming: Python, R, SPSS, NodeXL, HLM, Gephi
Applied Text-Mining and Text-Analysis with R, Summer Statistics Institute, University of Texas
at Austin, 2014

PROFESSIONAL EXPERIENCE

Paxen Learning Corporation, Melbourne, FL <i>Editor & Blackboard System Admin.</i>	Nov. '09–March '12
All Headline News, Wellington, FL <i>Special Categories Editor</i>	May '08–Nov. '09
University of Florida Foundation, Publications Department <i>Contributing Editor</i>	July '07–April '08